

ABSTRACT

The banking industry in Indonesia is already using e-learning as a method of learning that the employees use to maximize the efficiency and effectivity in the company. HR in this industry is necessary to keep up on the technology growth on their daily lives. To achieve company goals, the use of e-learning systems needs to know the level of user satisfaction using the Perceived Usefulness and Perceived Ease of Use to measure user perceptions about e-learning systems

The dimensions of Perceived Usefulness are Extrinsic Motivation, Intrinsic Motivation, and Learning Goal Organizations that are used to measure employee perceptions of the usefulness or benefits of e-learning systems. The dimensions of Perceived Ease of Use are Computer Self-Efficacy, Computer Playfulness, and Computer Anxiety that are used to measure employee perceptions of the ease of use of e-learning systems. As well as the dimensions of E-Learning System User Satisfaction are Reuse, Providing Recommendations, and No Complaints. This study aims to determine the effect of Perceived Usefulness on E-Learning User Satisfaction, the effect of Perceived Ease of Use on E-Learning User Satisfaction, and the effect of Perceived Ease of Use on Perceived Usefulness.

This research is a quantitative research. The research method used is descriptive-causal. The sampling technique of this study is simple random sampling with a number of samples according to the Slovin formula of 147 respondents. Data collection is done by distributing questionnaires randomly to permanent employees of PT X Regional IV West Java.

The data analysis technique of this study is Path Analysis. Based on the results of this study it was concluded that Perceived Usefulness is on the good category with percentage of 73.43% in the continuum line. Perceived Ease of Use is on the good category with a percentage of 70% on the continuum line. E-Learning User Satisfaction is on the good category with a percentage of 76.73% on the continuum line.

All hypotheses in this study were accepted. Where in the PT X Regional IV West Java variable Perceived Usefulness affects the satisfaction of E-learning users, Perceived Ease of Use affects the satisfaction of e-learning users and Perceived Ease of Use affect Perceived Usefulness.

Keyword: Perceived Usefulness, Perceived Ease of Use, User Satisfaction, E-learning